

AMENDED CLAIMS SHOWING REVISION MARKS

30. (Amended) A method for disseminating program content to a plurality of subscribers comprising the steps of:

- receiving advertising content into a cache;
- receiving entertainment content from a broadcast source;
- identifying insertion opportunities for advertising content in the entertainment content;
- directing the entertainment content to a subscriber by way of a virtual conduit;
- interrupting the entertainment content during identified insertion opportunities;
- retrieving an advertisement from the content cache;
- directing the advertisement by way of the virtual conduit to a subscriber in accordance with a delivery script so long as an advertising insertion opportunity persists; and
- resuming the direction of entertainment content by way of the virtual conduit to the subscriber once the advertising insertion opportunity desists.

33. (Amended) A method for disseminating program content to a plurality of subscribers comprising the steps of:

- receiving advertising content into a cache;
- receiving entertainment content into a cache;
- identifying insertion opportunities for advertising content in the entertainment content;
- retrieving the entertainment content from the cache and directing it to a subscriber by way of a virtual conduit;
- interrupting the entertainment content during identified insertion opportunities;
- retrieving an advertisement from the content cache;
- directing the advertisement by way of a virtual conduit to a subscriber in accordance with a delivery script so long as an advertising insertion opportunity persists; and

resuming the direction of entertainment content by way of a virtual conduit to the subscriber once the advertising insertion opportunity desists.

68. (Amended) An apparatus for delivering dissimilar program content to a plurality of subscribers comprising:

[facility comprising:]

target distribution server that:

receives a programming request[s] from a [plurality of] subscriber[s];
 selects entertainment content [for each of the plurality of subscribers] according to the received request[s];
 assembles said entertainment content into a [plurality of] content stream[s where there is one content stream for each subscriber;
 and
 emanates the plurality of content streams]; and
forms a [plurality of] logical conduit[s] leading from the [facility] target distribution server to [each of] the [plurality of] subscriber[s] that [accepts] conveys [a] the content stream [for the corresponding subscriber] from the target distribution server to the subscriber.

79. (Amended) A targeted media server comprising:

cache for receiving advertising content;
 broadcast entertainment receiver;
 insertion indicator that determines when insertion of advertising content is permissible and asserts an insert signal when it is permissible to insert advertising content; [and]
 stream multiplexer that [selects one of a plurality of content streams from either the broadcast entertainment receiver or the cache for receiving advertising content and that] selects a content stream emanating from the broadcast entertainment receiver when the insert signal is not asserted and

selects a content stream from the cache for advertising content when it is asserted[.]; and
virtual conduit unit that creates a virtual conduit to a subscriber for carrying the content stream selected by the stream multiplexer.

83. (Amended) A targeted media server comprising:

cache for receiving advertising content;
cache for receiving entertainment content;
insertion indicator that determines when insertion of advertising content is permissible and asserts an insert signal when it is permissible to insert advertising content; [and]
stream multiplexer that selects [one of a plurality of content streams from either the cache for receiving entertainment or the cache for receiving advertising content and that selects] a content stream emanating from the cache for entertainment content when the insert signal is not asserted and selects a content stream from the cache for advertising content when it is asserted[.]; and
virtual conduit unit that creates a virtual conduit to a subscriber for carrying the content stream selected by the stream multiplexer.